EXHIBIT 133
REDACTED

Message

From:	██████████████████
Sent:	9/24/2013 8:01:00 AM
To:	████████████
CC:	████████████
Subject:	████████████████

REMINDER - Launch date this quarter.

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Launch information:

Launch ID	106307
Name	**gTrade: Project Bernanke**
Calendars	Ads & Comm (Display): Display Ads - Ads Quality
	Ads & Comm (Display): Display Ads - GDN
Launch Date	**2013-Q3**
Status	**Current**
Description	Original Dynamic Revshare launch was designed to reduce GDN buyside margin in AdX auctions from 14% down to potentially 0% to win more auctions. With this project, we are doing a little quantitative easing on the AdX, a la Bernanke: GDN will take a *negative* revshare to allow advertisers to win even more AdX auctions. The cost from this negative revshare will be balanced by increasing the revshare on other auctions by lowering GDN's second bid (which is used to second-price GDN sometimes).
	It is the gTrade team's intention to balance the increases to top bid and decreases to second bid to average the GDN buyside revshare to 14% over some time window for each advertiser and/or publisher.
	This is net-positive for GDN, GDN's advertisers, and publishers. GDN wins more auctions and generates more revenue at the same average 14% revshare; GDN's advertisers win more auctions and get greater click/conversion volume; and AdX publishers enjoy higher match rate and revenue.
Creator	woojink

Approvers:

Ads & Comm (Display): Display Ads - Ads Quality	**Status**	**Owners**
PA Lead	In Progress	nmohan, woojink
Eng	In Progress	█████
PM	In Progress	
Eng	Approved	
PM	Approved	
Latency	FYI	
Legal	Approved	████████████
Logs	FYI	
Privacy (Display)	Approved	████████████

UI	FYI	
Security	FYI	
Policy Team	FYI	publisher-policy-dev

Launch Attributes:

Global attributes

PM	woojink
TL	████████████
Design doc	https://docs.google.…-On69XefF0pxIw/edit#, https://docs.google.…qc/edit#slide=id.p13
UI mockups	
Privacy Design doc	██████
Privacy Trivial Launch	Yes
Privacy Trivial Justification	Doesn't use user data at all
Impact	Major
Launch Scope	Full Launch
L-Team	No
Eligible for Patent	false

Display Ads - Ads Quality attributes

UX Owner	
UX Impact	Yes
Display Privacy Review required?	No
Roll out type	
Buganizer ID	
Launch Review Date	
Properties affected	AFC, Ad Exchange, O&O
Stats links (Rasta, REMH, Human Eval)	
Rasta Impact Stage	Forward
Revenue impact	
CPD	
Languages	
Number of UI screens with new or changed text	
Number of FAQs	
Number of canned responses	
Number of legal disclaimers	
Number of marketing promotions	
Countries	
CAQ no-op	
Teams	

Display Ads - GDN attributes

UX Owner	
UX Impact	Yes

Display Privacy Review required? No

Expected global impact

Product Group   DR / Contextual

Push date

Launch Review Date

Properties affected   AFC, Ad Exchange, O&O

Stats links (Rasta, REMH, Human Eval)

Buganizer ID

Languages

Number of UI screens with new or changed text

Number of FAQs

Number of canned responses

Number of legal disclaimers

Number of marketing promotions

Countries

Latency attributes

Latency data

Logs attributes

Logs Ticket Link

Security attributes

Needs security review   No

Security Justification

Security ticket(s)

Recipients: ████, ████ nirmaljayaram, ████ woojink